

Back to School

FUN FACTS

PLANNED SPENDING & BUYING

SCHOOL

ITEM	SPENDING	BUYING
SCHOOL SUPPLIES	\$6 BILLION	94%
CLOTHING	\$11.3 BILLION	93%
SHOES	\$7.2 BILLION	91%
ELECTRONICS	\$12.5 BILLION	65%

COLLEGE

ITEM	SPENDING	BUYING
SCHOOL SUPPLIES	\$5.4 BILLION	88%
CLOTHING	\$10.3 BILLION	81%
PERSONAL CARE	\$5.9 BILLION	79%
SHOES	\$6.3 BILLION	78%
FOOD	\$7.2 BILLION	75%
ELECTRONICS	\$18.5 BILLION	63%
BRANDED GEAR	\$4.6 BILLION	60%
FURNISHINGS	\$10.5 BILLION	57%
GIFT CARDS	\$5.3 BILLION	46%

U.S. BACK TO SCHOOL SPENDING



\$864

Average expected spending on back to school shopping for grades K-12.



\$37 BILLION

Planned spending on back to school shopping for grades K-12.



\$1,199

Average expected spending on back to school shopping for college.



\$74 BILLION

Planned spending on back to school shopping for college.



**MISSOURI
BACK-TO-SCHOOL
TAX HOLIDAY IS
FRIDAY AUGUST 5TH
THROUGH SUNDAY
AUGUST 7TH**



Missouri Electronic Stores and Appliances stores with a weekly wage of \$1,114 and an average employment 6,682 for 1st Quarter 2021 QCEW.

“THE BACK-TO-SCHOOL SEASON IS AMONG THE MOST SIGNIFICANT SHOPPING EVENTS FOR CONSUMERS AND RETAILERS ALIKE, SECOND ONLY TO THE WINTER HOLIDAY SEASON.”

**– MATTHEW SHAY,
NRF PRESIDENT AND CEO**